

**From:** "Bill Lehtonen" <bill@greenplumbersusa.com>  
**To:** <strategicplan@waterboards.ca.gov>  
**Date:** Fri, Feb 15, 2008 9:02 AM  
**Subject:** Strategic Plan Update

GreenPlumbersUSA appreciates the opportunity to provide comments on the 2008-2012 Strategic Plan Update. We agree with the Board that a comprehensive watershed based approach is necessary and to be maximally effective, needs to be accompanied by stakeholders who can best impact millions of individuals through water efficient technologies for home and business.

GreenPlumbersUSA is an innovative, national training and accreditation program that assists plumbers in understanding their role in the environment and public health. The organization's goal is to train and deploy a green army of thousands of plumbers to promote the benefits of water conservation and the reduction of GHG emissions. The focus is on changing consumer and plumbing behavior through the use of energy efficiency and water saving technologies. GreenPlumbers® was developed by the Master Plumbers' and Mechanical Services Association of Australia. (MPMSAA). The enormously successful training and accreditation program is being introduced in the United States through an exclusive agreement between MPMSAA and the Plumbing, Heating, Cooling Contractors Association of California. Since its implementation in 2001, MPMSAA/GreenPlumbers® has accredited more than 5,000 plumbers throughout Australia. MPMSAA is in the process of adding new courses to the curriculum in 2008. The program and the emerging technologies have been a major catalyst in helping to reduce water consumption levels by up to 50% from 1990 levels.

GreenPlumbers® will work with local and state jurisdictions, utilities, and water agencies to present training workshops across the nation. The training consists of a five-part accreditation in environmental and technical issues including [HYPERLINK](#)

"<http://www.greenplumbersusa.com/training-accreditation/course-information#climatecare>"Climate Care, [HYPERLINK](#)

"<http://www.greenplumbersusa.com/training-accreditation/course-information#aringforourwater>"Caring For Our Water, [HYPERLINK](#)

"<http://www.greenplumbersusa.com/training-accreditation/course-information#solar>"Solar Hot Water, [HYPERLINK](#)

"<http://www.greenplumbersusa.com/training-accreditation/course-information#waterefficient>"Water Efficient Technologies, and [HYPERLINK](#)

"<http://www.greenplumbersusa.com/training-accreditation/course-information#inspectionreport>"Inspection Report Service. We expect to train more than 8,000 plumbers in California and the United States in 2008, with a five-year goal of 50,000 To date, we have trained over 300 plumbers.

Comments:

Specifically, in the 2008-2012 Strategic Plan Update, we would like to provide comment on Priority 3 - Promotion of Sustainable Water Supplies and Priority 4 - California Water Quality Plan as follows:

### Priority 3: Promotion of Sustainable Water Supplies

The Issue Summary refers to recent emphasis on the gains to be achieved through increased water efficiency, traditionally by conservation, recycling (wastewater) and reuse. The technology exists now for second cycle use of gray water, after filtering and pumping from landscaping reservoirs, and stormwater catchment and use. GreenPlumbersUSA is leading the industry to provide the encouragement for water efficiency through the retraining of 15-30,000 California service plumbers who can impact tens of thousands of residences each week for up to 30% water and energy savings. Consumers consistently look to plumbers for purchase advice when considering high efficiency toilets, tankless water heaters, shower and faucet fixtures, and drinking water products, etc. Such a program is ideal for Water Boards in that it is a grass roots effort that is voluntary and requires limited regulation, and could be an integral part of a comprehensive water use efficiency strategy. We are fortunate that Marin Municipal Water Department and Santa Clara Valley Water District have demonstrated an awareness of such need and have partnered with us in the presentation of workshops. Of tantamount influence for the Boards is the flexibility of financial infrastructure to accomplish efficiency. Consumer incentives and education, rather than negative disincentives can keep the program viable.

### Priority 4: California Water Quality Plan

Objective 4.2 seeks to prioritize actions that lead to reduced greenhouse gas (GHG) emissions. The very success of water conservation is directly related to reductions in energy consumption as well as GHG emissions. Conservatively, 19% of all California energy is directly related to the water cycle.

It is this combined perspective that GreenPlumbersUSA seeks to address. Water and energy audits are performed during routine service and repair calls at business and homes, often providing critical solutions in the decision making process. This audit information could be of direct support to monitoring of individual usage, especially where an investment in product has been made by the Water Agency.

We ask that you take our comments into consideration as the Water Boards move forward to implement their Strategic Plan Update. Please feel free to contact me should you have any questions. I have attached additional information for your reference on our GreenPlumbersUSA program.

Sincerely,

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